

Rep Order# 9810509 Ver# 11 Status Revised
EC'd Yes

Traffic Order# 53976

Printed: 09/12/2012 8:23 AM
Last Received: 09/11/2012 6:18 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/05/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-WILL MGKD LINE 12 ON CURRENT SKED. PLS
CNF

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--|-------------|-----------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *8 | W-F,M | 1135P-1235A | LETTERMAN | :30 | \$250.00 | 09/05-09/10 | 3 | 1 | 3 | \$750.00 | |
| | | Sales Remark: V11 1X NA V11 Comment Changed, Spots/week Changed | | | | | | | | | | |
| | *12 | W-F,M | 530P-6P | NEWS | :30 | \$400.00 | 09/05-09/10 | 2 | 1 | 2 | \$800.00 | |
| | | Station Remark: V10 1x na 9/10 no news due to tennis mg stp w/o 9/10 ncir V10 Comment Changed | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 5 / \$1,550.00

---SALES MONTHLY TOTALS---

Sep 12: 44 / \$19,420.00
Sales Totals: 44 / \$19,420.00
Station Totals: 44 / \$19,420.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|----------|---------|---------|---------|---------|----------|
| Market Totals | \$70,354 | CABL 0% | EKRC 0% | UNKN 0% | WBQC 0% | WCPO 30% |
|---------------|----------|---------|---------|---------|---------|----------|

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Buyer MIKE DETTORE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103

Agency C/P1/P2/E
Flight Dates 09/05/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

| | | | | | | | |
|------|-----|------|-----|------|----|------|-----|
| WKRC | 27% | WLWT | 25% | WSTR | 0% | WXIX | 15% |
|------|-----|------|-----|------|----|------|-----|

Books null
Demos RA35+

Rep Order# 9810509 Ver# 8 Status Returned
EC'd Yes

Traffic Order# 53976

Printed: 09/10/2012 2:16 PM
Last Received: 09/05/2012 3:46 PM
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--- REMARKS ---

pls see line 8
t/r
lynda/jim

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--|-------------|-----------|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | *8 | W-F,M | 1135P-1235A | LETTERMAN | :30 | \$250.00 | 09/05-09/10 | 4 | 1 | 4 | \$1,000.00 | |
| | | Station Remark: V8 1x na 9/7 due to tennis runover. mg stp w/o 9/10 ncir | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 4 / \$1,000.00

---SALES MONTHLY TOTALS---

Sep 12: 45 / \$19,670.00
Sales Totals: 45 / \$19,670.00
Station Totals: 45 / \$19,670.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|----------|------|-----|------|-----|------|----|------|-----|------|-----|
| Market Totals | \$71,867 | CABL | 0% | EKRC | 0% | UNKN | 0% | WBQC | 0% | WCPO | 30% |
| | | WKRC | 27% | WLWT | 25% | WSTR | 0% | WXIX | 15% | | |

Books null
Demos RA35+

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Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Connell II, Jim

From: jgaunt@local12.com
Sent: Monday, September 10, 2012 10:37 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 53876

Station: WKRC-TV

Order Information:
Order #: 53876
Order Total: \$19,670.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: BROWN 4 SENATE
Alternate Order #: 09810509
Flight Dates: 09/05/12 - 09/10/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (53876-8-3):
Rate: \$250.00
Air Date: Fri 09/07/12
Eligible Days: M-WThF----
Inventory Code: Letterman
Inventory Description: Letterman
Inventory Code Time: 11:35 PM-12:35 XM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: Preempted by News Dept.

Spot w/ 9/10 News

Spot Manager: All, 09/05/12-09/10/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|--------------------------------------|-----------|-------------|--------|----------|--------------------------------|-----------------------|----------------|---------------------------|------------|----------|--------|-------|
| Advertiser: Sherrod Brown for Senate | | | | | | | | | | | | |
| Agency: Shorr Johnson Magnus | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 53876 | | | | | | | | | | | | |
| Line: 1 | | | | | | | | | | | | |
| 09/05/12 | Wednesday | 7:59:11 AM | :30 | \$125.00 | OHSB-T CBS This Morning | 7:00 AM-8:00 AM | BROWN 4 SENATE | | | P-3 | 1 | MWASH |
| 09/06/12 | Thursday | 7:45:37 AM | :30 | \$125.00 | OHSB-T CBS This Morning | 7:00 AM-8:00 AM | BROWN 4 SENATE | | | P-3 | 4 | MWASH |
| 09/07/12 | Friday | 7:29:24 AM | :30 | \$125.00 | OHSB-T CBS This Morning | 7:00 AM-8:00 AM | BROWN 4 SENATE | | | P-3 | 3 | MWASH |
| 09/10/12 | Monday | 7:59:25 AM | :30 | \$125.00 | OHSB-T CBS This Morning | 7:00 AM-8:00 AM | BROWN 4 SENATE | | | P-3 | 2 | MWASH |
| | | | | | | | | | | | 4 | |
| Line: 2 | | | | | | | | | | | | |
| 09/05/12 | Wednesday | 7:39:38 AM | :30 | \$250.00 | OHSB-T 6a Good Morn Cincinna | 6:30:00 AM-7:00:00 AM | BROWN 4 SENATE | | | P-3 | 1 | MWASH |
| 09/06/12 | Thursday | 7:58:55 AM | :30 | \$250.00 | OHSB-T 6a Good Morn Cincinna | 6:30:00 AM-7:00:00 AM | BROWN 4 SENATE | | | P-3 | 3 | MWASH |
| 09/07/12 | Friday | 7:51:51 AM | :30 | \$250.00 | OHSB-T 6a Good Morn Cincinna | 6:30:00 AM-7:00:00 AM | BROWN 4 SENATE | | | P-3 | 4 | MWASH |
| 09/10/12 | Monday | 7:54:14 AM | :30 | \$250.00 | OHSB-T 6a Good Morn Cincinna | 6:30:00 AM-7:00:00 AM | BROWN 4 SENATE | | | P-3 | 2 | MWASH |
| | | | | | | | | | | | 4 | |
| Line: 3 | | | | | | | | | | | | |
| 09/05/12 | Wednesday | 8:37:37 AM | :30 | \$125.00 | OHSB-T CBS This Morning | 8:00 AM-9:00 AM | BROWN 4 SENATE | | | P-3 | 4 | MWASH |
| 09/06/12 | Thursday | 8:17:58 AM | :30 | \$125.00 | OHSB-T CBS This Morning | 8:00 AM-9:00 AM | BROWN 4 SENATE | | | P-3 | 3 | MWASH |
| 09/07/12 | Friday | 8:58:54 AM | :30 | \$125.00 | OHSB-T CBS This Morning | 8:00 AM-9:00 AM | BROWN 4 SENATE | | | P-3 | 2 | MWASH |
| 09/10/12 | Monday | 8:58:55 AM | :30 | \$125.00 | OHSB-T CBS This Morning | 8:00 AM-9:00 AM | BROWN 4 SENATE | | | P-3 | 1 | MWASH |
| | | | | | | | | | | | 4 | |
| Line: 5 | | | | | | | | | | | | |
| 09/05/12 | Wednesday | 6:22:52 PM | :30 | \$500.00 | OHSB-T 6p Local 12 News at Six | 6:00 PM-6:30 PM | BROWN 4 SENATE | | | P-3 | 4 | MWASH |
| 09/06/12 | Thursday | 6:12:45 PM | :30 | \$500.00 | OHSB-T 6p Local 12 News at Six | 6:00 PM-6:30 PM | BROWN 4 SENATE | | | P-3 | 3 | MWASH |
| 09/07/12 | Friday | | :30 | \$500.00 | 6p Local 12 News at Six | 6:00 PM-6:30 PM | BROWN 4 SENATE | | | P-3 | 2 | MWASH |
| | | | | | | | | | | | 3 | |
| Line: 6 | | | | | | | | | | | | |
| 09/05/12 | Wednesday | 7:28:39 PM | :30 | \$400.00 | OHSB-T M-F 7p-730p | 7:00 PM-7:30 PM | BROWN 4 SENATE | | | P-3 | 4 | MWASH |
| 09/06/12 | Thursday | 7:19:44 PM | :30 | \$400.00 | OHSB-T M-F 7p-730p | 7:00 PM-7:30 PM | BROWN 4 SENATE | | | P-3 | 1 | MWASH |
| 09/07/12 | Friday | 7:13:26 PM | :30 | \$400.00 | OHSB-T M-F 7p-730p | 7:00 PM-7:30 PM | BROWN 4 SENATE | | | P-3 | 2 | MWASH |
| | | | | | | | | | | | 3 | |
| Line: 7 | | | | | | | | | | | | |
| 09/05/12 | Wednesday | 7:47:22 PM | :30 | \$400.00 | OHSB-T M-F 730p-8p | 7:30 PM-8:00 PM | BROWN 4 SENATE | | | P-3 | 4 | MWASH |
| 09/06/12 | Thursday | 7:39:49 PM | :30 | \$400.00 | OHSB-T M-F 730p-8p | 7:30 PM-8:00 PM | BROWN 4 SENATE | | | P-3 | 3 | MWASH |
| 09/07/12 | Friday | 7:46:14 PM | :30 | \$400.00 | OHSB-T M-F 730p-8p | 7:30 PM-8:00 PM | BROWN 4 SENATE | | | P-3 | 2 | MWASH |
| | | | | | | | | | | | 3 | |
| Line: 8 | | | | | | | | | | | | |
| 09/05/12 | Wednesday | 11:43:47 XM | :30 | \$250.00 | OHSB-T Letterman | 11:35 PM-12:35 XM | BROWN 4 SENATE | | | P-3 | 2 | MWASH |
| 09/06/12 | Thursday | 11:10:53 XM | :30 | \$250.00 | OHSB-T Letterman | 11:35 PM-12:35 XM | BROWN 4 SENATE | | | P-3 | 4 | MWASH |
| 09/10/12 | Monday | 11:49:05 XM | :30 | \$250.00 | OHSB-T Letterman | 11:35 PM-12:35 XM | BROWN 4 SENATE | | | P-3 | 1 | MWASH |
| | | | | | | | | | | | 3 | |
| Line: 9 | | | | | | | | | | | | |
| 09/05/12 | Wednesday | 11:02:00 XM | :30 | \$800.00 | OHSB-T 11p M-Su Local 12 New | 11:00 PM-11:35 PM | BROWN 4 SENATE | | | P-3 | 5 | MWASH |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/05/12-09/10/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Descripti | Estimate # | Priority | Spot # | AE |
|--------------------------------------|-----------|-------------|--------|------------|------------------------|---------------------|-------------------------|-------------------------|------------|----------|--------|-------|
| Advertiser: Sherrod Brown for Senate | | | | | | | | | | | | |
| Agency: Shorr Johnson Magnus | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 53876 | | | | | | | | | | | | |
| Line: 9 | | | | | | | | | | | | |
| 09/06/12 | Thursday | 1:38:03 PM | :30 | \$800.00 | OHSB-T 11p | M-Su Local 12 New | 11:00 PM-11:35 PM | BROWN 4 SENATE | | P-3 | 6 | MWASH |
| 09/07/12 | Friday | 1:18:53 PM | :30 | \$800.00 | OHSB-T 11p | M-Su Local 12 New | 11:00 PM-11:35 PM | BROWN 4 SENATE | | P-3 | 2 | MWASH |
| 09/08/12 | Saturday | 1:23:45 PM | :30 | \$800.00 | OHSB-T 11p | M-Su Local 12 New | 11:00 PM-11:35 PM | BROWN 4 SENATE | | P-3 | 4 | MWASH |
| 09/09/12 | Sunday | 1:45:57 PM | :30 | \$800.00 | OHSB-T 11p | M-Su Local 12 New | 11:00 PM-11:35 PM | BROWN 4 SENATE | | P-3 | 1 | MWASH |
| 09/10/12 | Monday | 1:30:48 PM | :30 | \$800.00 | OHSB-T 11p | M-Su Local 12 New | 11:00 PM-11:35 PM | BROWN 4 SENATE | | P-3 | 3 | MWASH |
| | | | | | | | | | | | 6 | |
| Line: 10 | | | | | | | | | | | | |
| 09/10/12 | Monday | 7:21:16 PM | :30 | \$5,000.00 | OHSB-T Bengals Regular | Seaso | 7:00 PM-10:00 PM | BROWN 4 SENATE | | P-4 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 11 | | | | | | | | | | | | |
| 09/07/12 | Friday | 12:48:47 XM | :30 | \$60.00 | OHSB-T M-Fri | LF Rotator | 12:35 XM-1:35 XM | BROWN 4 SENATE | | P-3 | 1 | MWASH |
| 09/10/12 | Monday | 12:13:55 XM | :30 | \$60.00 | OHSB-T M-Fri | LF Rotator | 12:35 XM-1:35 XM | BROWN 4 SENATE | | P-3 | 2 | MWASH |
| | | | | | | | | | | | 2 | |
| Line: 12 | | | | | | | | | | | | |
| 09/06/12 | Thursday | 5:43:29 PM | :30 | \$400.00 | OHSB-T 5p | Billboard | 5:30 PM-6:00 PM | BROWN 4 SENATE | | P-3 | 2 | MWASH |
| 09/10/12 | Monday | | :30 | \$400.00 | 5p | Billboard | 5:30 PM-6:00 PM | BROWN 4 SENATE | | P-3 | 1 | MWASH |
| | | | | | | | | | | | 2 | |
| Line: 13 | | | | | | | | | | | | |
| 09/05/12 | Wednesday | 1:37:08 PM | :30 | \$300.00 | OHSB-T 4p | Local 12 News at Fo | (4:30:00 PM-5:00:00 PM) | BROWN 4 SENATE | | P-4 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 14 | | | | | | | | | | | | |
| 09/07/12 | Friday | 11:56:51 PM | :30 | \$250.00 | OHSB-T Letterman | | 1135p-1235a | BROWN 4 SENATE | | P-3 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 15 | | | | | | | | | | | | |
| 09/08/12 | Saturday | 11:43:45 PM | :30 | \$200.00 | OHSB-T Sat | 1135p-1205a | 1135p-1205a | BROWN 4 SENATE | | P-3 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 16 | | | | | | | | | | | | |
| 09/07/12 | Friday | 6:27:17 AM | :30 | \$250.00 | OHSB-T 6a | Good Morn Cincinna | (6:00:00 AM-6:30:00 AM) | BROWN 4 SENATE | | P-3 | 1 | MWASH |
| 09/07/12 | Friday | 6:20:58 AM | :30 | \$250.00 | OHSB-T 6a | Good Morn Cincinna | (6:00:00 AM-6:30:00 AM) | BROWN 4 SENATE | | P-3 | 2 | MWASH |
| | | | | | | | | | | | 2 | |
| Line: 17 | | | | | | | | | | | | |
| 09/07/12 | Friday | 5:39:06 AM | :30 | \$200.00 | OHSB-T 5a | Good Morn Cincinna | (5:30:00 AM-6:00:00 AM) | BROWN 4 SENATE | | P-3 | 1 | MWASH |
| 09/07/12 | Friday | 5:54:52 AM | :30 | \$200.00 | OHSB-T 5a | Good Morn Cincinna | (5:30:00 AM-6:00:00 AM) | BROWN 4 SENATE | | P-3 | 2 | MWASH |
| | | | | | | | | | | | 2 | |
| Line: 18 | | | | | | | | | | | | |
| 09/07/12 | Friday | 5:07:25 AM | :30 | \$200.00 | OHSB-T 5a | Good Morn Cincinna | (5:00:00 AM-5:30:00 AM) | BROWN 4 SENATE | | P-3 | 2 | MWASH |
| 09/07/12 | Friday | 5:22:55 AM | :30 | \$200.00 | OHSB-T 5a | Good Morn Cincinna | (5:00:00 AM-5:30:00 AM) | BROWN 4 SENATE | | P-3 | 1 | MWASH |
| | | | | | | | | | | | 2 | |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/05/12-09/10/12



| Date | Weekday | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|--------------------------------------|---------|----------|--------|-------------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|
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| Agency: Shorr Johnson Magnus | | | | | | | | | | | | |
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| Order: 53876 | | | | | | | | | | | | |
| | | | | \$19,420.00 | | | | | | | 44 | |
| | | | | \$19,420.00 | | | | | | | 44 | |
| | | | | \$19,420.00 | | | | | | | 44 | |
| | | | | \$19,420.00 | | | | | | | 44 | |
| | | | | \$19,420.00 | | | | | | | 44 | |

[Filtered by:] [Sorted by: Station]